

Rep Order# 9799026 Ver# 5 Status Revised

Traffic Order# 31710

Printed: 09/06/2012 4:12 PM
Last Received: 09/06/2012 4:01 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer KATIE KEULEMAN
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/11/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LNS 18,20,22
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*18	W-F	7P-730P	WHEEL	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
	Sales Remark: V5 REVISED											
	V5 Program Name Change, Comment Changed											
	*20	W-F	730P-8P	JEOPARDY	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
	Sales Remark: V5 REVISED											
	V5 Program Name Change, Comment Changed											
	*22	SA	7P-730P	WHEEL	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	
	Sales Remark: V5 REVISED											
	V5 Program Name Change, Comment Changed											

---REPORT TOTALS---

Report Totals: 9 / \$3,100.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$15,275.00

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EC'd Yes

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Sales Totals: 49 / \$15,275.00

Station Totals: 49 / \$15,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$218,214

CABL	0%	UNKN	93%	WBSV	0%	WFLA	0%	WFTS	0%
WTOG	0%	WTSP	0%	WTTA	0%	WTVT	0%	WWSB	7%

---COMPETITIVE COMMENTS---

SHARES EST

Books null
Demos RA35+